

INVOICE



WDIV
550 W. Lafayette Blvd.
Detroit, MI 48226
52-0854807 FEIN
Main: (313)222-0444
Billing: (313)222-0459

<http://www.clickondetroit.com/index>

Billing Address:

O'Meara Advertising
Attention: Accounts Payable
31731 Northwestern Hwy
Suite 333
Farmington Hills, MI 48334

Send Payment To:

WDIV
75 Remittance Drive Ste 3110
Chicago, IL 60675-3110

Invoice #	Invoice Date	Invoice Month	Invoice Period
258949-2	10/28/12	October 2012	10/01/12 - 10/28/12

Station	Account Executive	Sales Office	Sales Region
WDIV	Angela Cady	Local-Detroit	Local

Advertiser	Product	Estimate Number
POL/Bernstein M/UofM Boa		

Flight Dates	Order #	Alt Order #
09/17/12 - 11/06/12	258949	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
2	10/01/12	10/05/12	Today Show	8-9a	1- 1- 1- -	:30	3	\$1,350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 1- 1- 1- - 3 \$1,350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WDIV M 10/01/12 8:34 AM Today Show 8-9a :30 REGENT- 1- 2012- 30 \$1,350.00 NM									
2 WDIV W 10/03/12 8:28 AM Today Show 8-9a :30 REGENT- 2- 2012- 30 \$1,350.00 NM									
3 WDIV F 10/05/12 8:56 AM Today Show 8-9a :30 REGENT- 1- 2012- 30 \$1,350.00 NM									
3	10/01/12	10/05/12	Noon News 12-1230p	12N-1230P	1- 1- 1- -	:30	3	\$850.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 1- 1- 1- - 3 \$850.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WDIV M 10/01/12 12:27 PM Noon News 12-1230p 12N-1230P :30 REGENT- 2- 2012- 30 \$850.00 NM									
2 WDIV W 10/03/12 12:27 PM Noon News 12-1230p 12N-1230P :30 REGENT- 1- 2012- 30 \$850.00 NM									
3 WDIV F 10/05/12 12:28 PM Noon News 12-1230p 12N-1230P :30 REGENT- 2- 2012- 30 \$850.00 NM									
4	10/01/12	10/05/12	M-F Local 4 News 6-630p	6P-630P	1- 1- 1- -	:30	3	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 1- 1- 1- - 3 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WDIV M 10/01/12 6:27 PM M-F Local 4 News 6-630pm 6P-630P :30 REGENT- 1- 2012- 30 \$1,600.00 NM									
2 WDIV W 10/03/12 6:30 PM M-F Local 4 News 6-630pm 6P-630P :30 REGENT- 2- 2012- 30 \$1,600.00 NM									
3 WDIV F 10/05/12 6:28 PM M-F Local 4 News 6-630pm 6P-630P :30 REGENT- 3- 2012- 30 \$1,600.00 NM									

We warrant that the actual broadcast information shown on this invoice was taken from the program log.

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NONDISCRIMINATION POLICY: Post-Newsweek Stations, Inc. and its stations do not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract is hereby rejected.

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Advertiser	Product	Estimate Number	
POL/Bernstein M/UofM Boa			

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	10/08/12	10/12/12	Today Show	8-9a	1- 1- 1- -	:30	3	\$1,350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 1- 1- 1- - 3 \$1,350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WDIV M 10/08/12 8:28 AM Today Show 8-9a :30 REGENT- 1- 2012- 30 \$1,350.00 NM									
2 WDIV W 10/10/12 8:28 AM Today Show 8-9a :30 REGENT- 1- 2012- 30 \$1,350.00 NM									
3 WDIV F 10/12/12 8:36 AM Today Show 8-9a :30 REGENT- 2- 2012- 30 \$1,350.00 NM									
6	10/08/12	10/12/12	Noon News 12-1230p	12N-1230P	1- 1- 1- -	:30	3	\$850.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 1- 1- 1- - 3 \$850.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WDIV M 10/08/12 12:28 PM Noon News 12-1230p 12N-1230P :30 REGENT- 2- 2012- 30 \$850.00 NM									
2 WDIV W 10/10/12 12:15 PM Noon News 12-1230p 12N-1230P :30 REGENT- 2- 2012- 30 \$850.00 NM									
3 WDIV F 10/12/12 12:13 PM Noon News 12-1230p 12N-1230P :30 REGENT- 3- 2012- 30 \$850.00 NM									
7	10/08/12	10/12/12	M-F Local 4 News 6-630p	6P-630P	1- 1- 1- -	:30	3	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 1- 1- 1- - 3 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WDIV M 10/08/12 6:22 PM M-F Local 4 News 6-630pm 6P-630P :30 REGENT- 3- 2012- 30 \$1,600.00 NM									
2 WDIV W 10/10/12 5:58 PM M-F Local 4 News 6-630pm 6P-630P :30 REGENT- 3- 2012- 30 \$1,600.00 NM									
3 WDIV F 10/12/12 6:12 PM M-F Local 4 News 6-630pm 6P-630P :30 REGENT- 2- 2012- 30 \$1,600.00 NM									
8	10/15/12	10/19/12	10-11AM Ellen	10-11A Ellen	M- W- F- -	:30	3	\$550.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 M- W- F- - 3 \$550.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WDIV M 10/15/12 10:38 AM 10-11AM Ellen 10-11A Ellen :30 REGENT- 3- 2012- 30 \$550.00 NM									
1 WDIV W 10/17/12 10:37 AM 10-11AM Ellen 10-11A Ellen :30 REGENT- 3- 2012- 30 \$550.00 NM									
3 WDIV F 10/19/12 10:46 AM 10-11AM Ellen 10-11A Ellen :30 REGENT- 3- 2012- 30 \$550.00 NM									
13	10/15/12	10/15/12	M-F Local 4 News 6-630p	6P-630P	1- - - - -	:30	1	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 1- - - - - 1 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WDIV M 10/15/12 6:28 PM M-F Local 4 News 6-630pm 6P-630P :30 REGENT- 2- 2012- 30 \$1,600.00 NM									
14	10/17/12	10/17/12	M-F Local 4 News 6-630p	6P-630P	- - 1- - - -	:30	1	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 - - 1- - - - 1 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WDIV W 10/17/12 5:58 PM M-F Local 4 News 6-630pm 6P-630P :30 REGENT- 2- 2012- 30 \$1,600.00 NM									

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
15	10/23/12	10/23/12	M-F Local 4 News 6-630p	6P-630P	- 1 - - - - -	:30	1	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 - 1 - - - - - 1 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV Tu 10/23/12 6:30 PM M-F Local 4 News 6-630pm 6P-630P :30 REGENT- 2- 2012- 30 \$1,600.00 NM									
16	10/25/12	10/25/12	M-F Local 4 News 6-630p	6P-630P	- - - 1 - - -	:30	1	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 - - - 1 - - - 1 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV Th 10/25/12 6:28 PM M-F Local 4 News 6-630pm 6P-630P :30 REGENT- 3- 2012- 30 \$1,600.00 NM									

Total Spots **25** Gross Total **\$30,850.00**

Payment Terms 30 Days

Agency Commission **\$4,627.50**
Net Amount Due **\$26,222.50**

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